Technical Report SP90-04

O'HARE CORRIDOR WORK TRAVEL SURVEY

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O'HARE CORRIDOR WORK TRAVEL SURVEY

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May, 1990

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SURVEY HIGHLIGHTS

This survey asked all persons, riders and non-riders alike, at given employment locations to respond to questions regarding their work commuting habits. The O'Hare corridor was selected because while ridership trends on CTA's O'Hare rail extension are positive, little information is available about commuters traveling to work in this area. The survey therefore concentrates on three key travel aspects; 1) mode choice for work travel, 2) frequency of using CTA, and 3) satisfaction levels with CTA service. Also, socio-economic and demographic information typically requested in CTA surveys provides further indication of work travel behavior within this survey group.

Four employment locations, with a representative mix of both the types of employers and levels of transit accessibility, were selected to participate. Two locations (Sites A & B) are service-oriented, "white collar" companies in close proximity to a rapid transit station on the O'Hare extension. The other two locations (Sites C & D) are manufacturing companies. Site C is located on the eastern edge of the study area, with access from several bus lines which also connect to the Jefferson Park rapid transit station. Site D is located west of O'Hare airport and served by only one suburban bus line, which terminates at the River Road CTA station.

Cooperation from employers in the O'Hare corridor aided in successfully executing this self-completion, mail-back survey. A total of 2,550 surveys were distributed with 1,218 returned, for a very strong response rate of 48 percent.

Summary findings for the four sites as a whole are listed below, while more in-depth analyses for each survey location are provided in Section 3.

- Nearly one-half of all respondents live in Chicago (zip code 606xx). Another 45 percent combined live in the north and northwest suburbs. There is, however, extreme variance amoung the locations surveyed.
- Nearly 70 percent of all Chicago respondents live on the northwest side of the city. Approximately 20 percent live on the north side, while the west, south and southwest sides combined account for only ten percent.
- Eighty-five percent of the total survey population usually commutes to work by automobile, while eleven percent usually rides CTA.

- When considering only Chicago residents, CTA is the usual mode choice for 21 percent of the survey group.

- Over 80 percent of employees who usually ride CTA to work ride ten or more times per week. About ten percent of employees who usually commute to work by car ride CTA infrequently (less than once per week).

- About 90 percent of suburban residents never use CTA for work trips. Of the suburban residents who do ride CTA, two-thirds ride occasionally, or less than once per week.

- Satisfaction ratings for CTA bus and train service are generally favorable. Overall, train service is rated higher than bus, especially when only CTA riders are considered.

- Ten percent of respondents who usually drive to work responded they experience "serious, annoying traffic tie-ups" on every trip. Forty percent reported that at least one-half of their auto work trips experience traffic delays.

- Written comments on how CTA can improve its service were received from one-third of the survey group. Comments concerning schedules, security and maintenance were cited most frequently.

SECTION 1: INTRODUCTION

1.1 PURPOSE OF STUDY

The purpose of this study is to examine present work trip travel patterns in the area served by the O'Hare extension of CTA's West/Northwest rapid transit line (See Exhibit 1). The intent is to learn about current levels of transit usage and perception of CTA service, while uncovering demographic indicators of the corridor's work force. These findings can then potentially be used to market existing transit service and recommend potential improvements that may result in increased market share.

1.2 BACKGROUND

In February 1983, the West/Northwest rapid transit route was extended from the Jefferson Park terminal on the northwest side of Chicago to River Road in suburban Rosemont. By September 1984, the final link to O'Hare International Airport was completed. This extension not only provided an important rail link between downtown Chicago and O'Hare Airport, it also improved rapid transit access to a fast-developing area. Over the past two decades, this area east of the airport has been the scene of intense office, commercial, hotel and residential development.

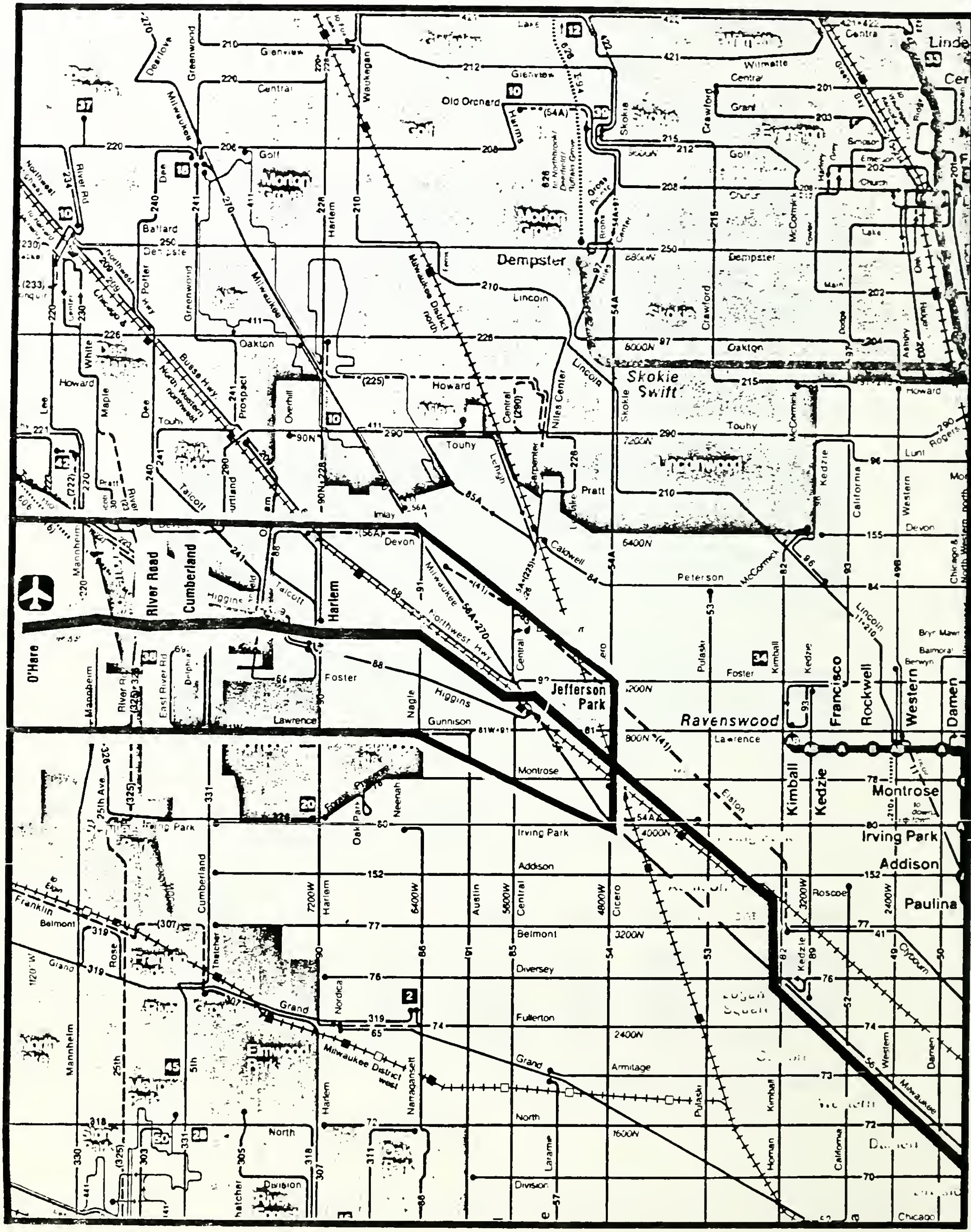
The rail rapid transit extension runs in the medians of the Kennedy and airport access expressways with four new stations -- Harlem, Cumberland, River Road and O'Hare. Boardings at these four stations average over 23,000 daily (See Table 1). This represents nearly an eight percent annual growth rate for the extension since its opening.

TABLE 1
O'Hare Extension Average Daily Ridership

Station	1984	1985	1986	1987	1988	Annual Growth Rate (%)
Harlem	4,800	5,450	4,950	5,450	5,100	1.5%
Cumberland	4,850	5,400	5,500	5,650	5,500	3.2%
River Road	3,600	4,050	3,400	4,750	5,250	9.9%
O'Hare	3,950	5,050	6,000	7,050	7,300	16.6%
TOTAL	17,200	19,950	20,350	22,900	23,150	7.7%

Source: CTA, Rail System Traffic

EXHIBIT 1: STUDY AREA



Bus service to the area changed as rapid transit line extensions from Logan Square to Jefferson Park to O'Hare were completed. Exhibit 1 depicts current bus routes in the area. Various CTA and Pace crosstown and feeder routes serve the corridor, with six routes at Harlem, five routes at Cumberland and seven routes at River Road.

SECTION 2: SURVEY TECHNIQUES AND LOCATIONS

2.1 SURVEY INSTRUMENT

CTA's Strategic Planning Department, working with a marketing research consultant, developed the survey instrument used for this study (See Appendix A). This instrument closely follows previous CTA rider survey formats. The survey concentrates on three key travel aspects; 1) travel mode choice and frequency, 2) level of satisfaction with CTA bus and rail services, and 3) various demographic and socio-economic information.

2.2 SURVEY LOCATIONS

CTA sought cooperation from employers within one mile of the extension to conduct a self-completion, mail-back survey of employees at that location. Four separate employers agreed to cooperate. CTA delivered the surveys and employers distributed them. For the convenience of respondents, each survey included a prepaid return envelope.

Table 2 describes the four locations surveyed. These locations represent a good mix of both the type of employers in the area and different levels of transit accessibility. Two of the locations are service/administrative ("white collar") companies while the other two are manufacturing ("blue collar") companies.

The two white collar companies are located in close proximity to a rapid transit station on the O'Hare extension and on several bus routes (both CTA and Pace) that serve those stations. Site A is close to the River Road station, while Site B is close to Cumberland. One of the manufacturing companies (Site C) is located on the eastern edge of the study area and is served by several bus routes. Site D, the other blue collar company, is west of the airport and is served by only one Pace route which terminates at the River Road station.

Table 2 also depicts survey response rates. Overall, out of 2,550 total surveys distributed, 1,218, or 48 percent, were returned. This represents an unusually high response rate for a self-completion, mail-back survey. Further, the two white collar locations responded at a combined rate of over 60 percent, while the two blue collar locations responded at rate of nearly 30 percent.

TABLE 2
Description of Survey Locations

Survey Location	Type of Company	Transit Access	No. Distrib.	No. Ret.	Resp. Rate
A	Service	Walking distance from station; several bus routes	700	412	58.9%
B	Service	Walking distance from station; several bus routes	750	488	65.1%
C	Manufact.	Several bus routes from station and other points	700	206	29.4%
D	Manufact.	West of airport with limited bus access from station	400	112	28.0%
		TOTAL	2,550	1,218	47.8%

SECTION 3: SURVEY RESULTS

Results were analyzed separately for each survey location. Present CTA usage levels break down into three categories which directly correspond to company type and location (See Table 3). Thus, three separate sets of analyses were developed. First, the two "white collar" sites in the rail extension corridor (Sites A and B) with relatively light transit usage were analyzed together. Second, the manufacturing site in the eastern section of the study area (Site C) with high transit use was examined. Finally, the manufacturing site west of the airport (Site D) with virtually no transit usage was studied.

TABLE 3
Summary Results By Location

Location	CTA Usage	Chicago Residents
Site A	5.4%	32.9%
Site B	6.6%	44.9%
Site C	35.9%	90.8%
Site D	0.0%	29.8%

For each analysis, results were developed related to mode choice, current levels of CTA usage, and satisfaction ratings. In addition, sections analyzing the hand-written comments and the effects of traffic congestion are discussed. Appendix B contains frequency distribution tables for key variables by survey location.

The survey asked respondents to list any other mode(s) used for a smaller part of the trip, but due to survey and/or data entry error, accurate data was not obtained. Thus, information on multi-mode and transit transfer trips was not analyzed.

3.1 SITES A & B ("WHITE COLLAR")

Two corporate office sites located close to a CTA rapid transit station on the O'Hare extension participated in the survey. There were 1450 total surveys distributed and 903 returned, for a combined response ratio of 62.3 percent.

3.1.1 Mode Choice Table 4 shows work trip mode choice for all respondents in this survey group. Single-occupant auto is the mode of choice for 91 percent of respondents, while CTA is chosen by six percent. Of employees who take CTA for all or most of their trip to work, 70 percent usually take the train and 30 percent take the bus. It also becomes evident that this corridor is not an end destination for Metra or Pace services, given the fact they account for less than one percent of work trips for this survey group

TABLE 4
Work Trip Mode Choice (Sites A and B)

Work Trip Mode	All Respondents (%)	Chicago Respondents (%)	Suburban Respondents (%)
Car	91.0	81.1	97.4
Passenger	1.3	2.3	0.7
CTA Bus	1.9	4.9	-
CTA Train	4.1	10.0	0.4
Metra	0.3	-	0.6
Pace	0.5	-	0.7
Walk	0.8	1.7	0.2

3.1.2 Home Location Exhibit 2 shows the home location of employees determined by the first three digits of their zip code. Nearly 40 percent of the employees live in Chicago (zip code 606xx), while 51 percent live in the north and northwest suburbs and the remaining 9 percent reside at other locations. Of the employees that live in Chicago, nearly three-quarters reside on the northwest side of the city. Another 14 percent live on the north side, while the west, south and southwest sides account for only 12 percent combined (See Exhibit 3). Maps showing zip code boundaries are presented in Appendix C.

EXHIBIT 2

HOME LOCATION FOR ALL RESPONDENTS (SITES A & B)

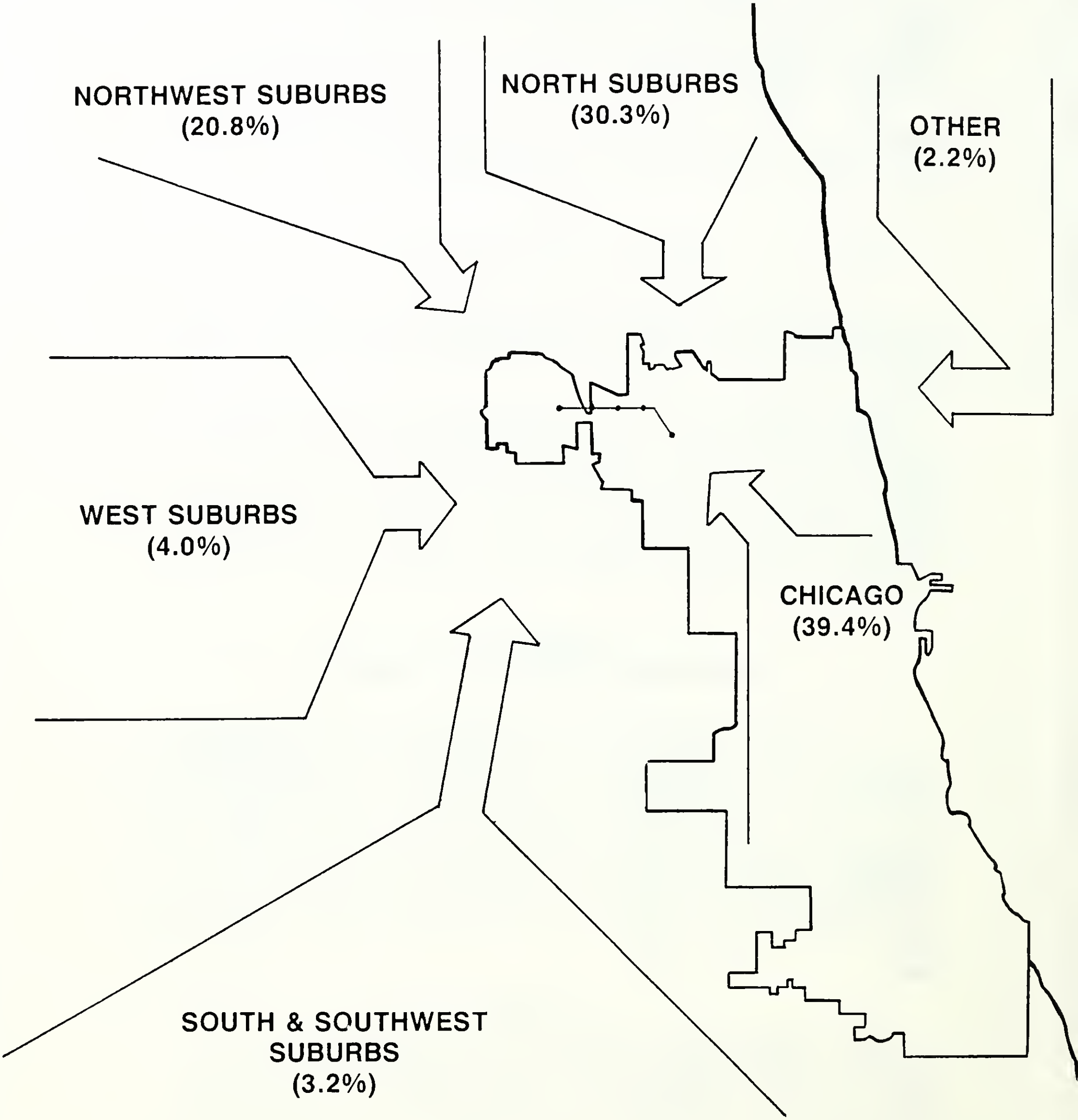
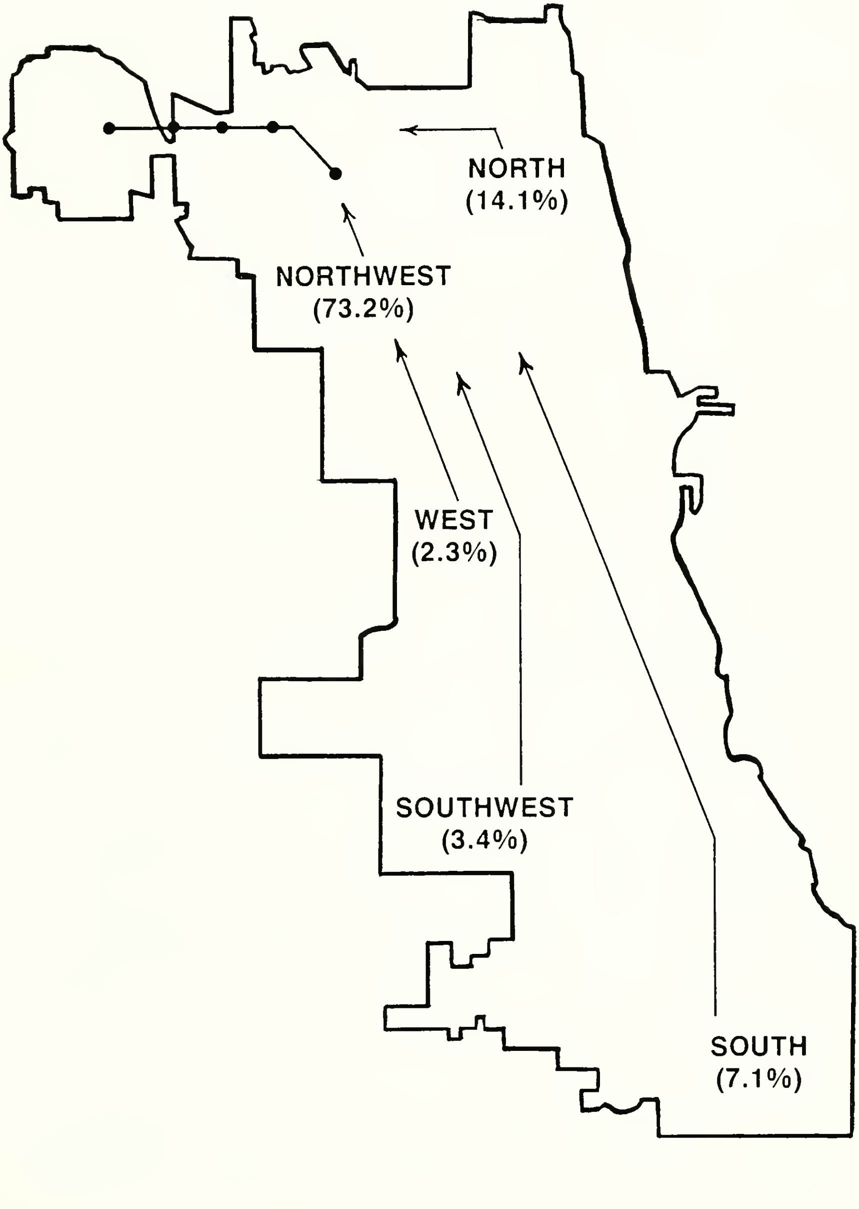


EXHIBIT 3

HOME LOCATION FOR CHICAGO RESPONDENTS (SITES A & B)



3.1.3 Mode Choice by Home Location Mode choice for both Chicago and suburban respondents are also shown in Table 4. As expected, employees not living in CTA's service area overwhelmingly use private autos to commute to work. Given the fact that the rail extension does not directly serve their home and the ready availability of free parking, these respondents actually have little choice as to work travel mode. Also, less than one percent of these employees commute as a passenger in a private auto.

Mode split for Chicago residents shows CTA's share at a strong 15 percent. Ten percent take advantage of the rail extension and another five percent utilize the bus system. Because nearly three-quarters of these employees live on the northwest side of Chicago, we can only generalize about mode choice by home location within the city. Six percent of these northwest siders ride CTA trains, while three percent each use CTA buses, are passengers in private autos and walk to work. Employees who reside on the north side tend to use transit at higher levels, with 16 percent riding trains and 12 percent on buses. The few employees who live farther away from work (west, south and southwest sides) tend to use CTA at the highest levels. Only 64 percent drive, while 25 percent ride CTA trains and nine percent ride CTA buses.

3.1.4 Frequency of Using CTA All survey respondents were asked how many times per week they rode CTA for work trips and for other trips. Overall, 82 percent said they never use CTA for work trips. This figure drops to 64 percent for other trips. For employees living in Chicago, however, two-thirds never use CTA for work trips and a little over one-half never use CTA for other trips.

A high relative percentage of those who do use CTA do so infrequently for both work and non-work trips. Of those whose response was not 'never', nearly one-half ride CTA to work occasionally, or less than once a week. On the other hand, one-third of those who usually ride CTA to work do so 10 or more times per week. These figures show a somewhat higher CTA commitment when only Chicago residents are considered. Nearly 40 percent ride CTA to work 10 or more times per week and another 40 percent ride less than once per week.

3.1.5 Mode Choice by Start/End Times Survey respondents were asked to give the time work usually starts and ends. The intent was to examine work shift patterns in relation to transit usage. These responses were grouped based on typical peak periods. Nearly 96 percent of this survey group starts work in the morning peak period between 6 and 9 AM. On the other hand, only 80 percent ended their work day during the afternoon peak between 3 and 6 PM. Basically, this means that about 15 percent end work either before 3 PM or after 6 PM. Cross-tabulation on mode by start/end times did not, however, provide meaningful findings in relation to mode choice and start/end times.

3.1.6 Mode Choice and Key Demographic Variables Females are equally likely to be CTA bus or train riders, while males are more than twice as likely to be train rather than bus riders. Non-whites in this survey group are nearly ten times more likely to ride CTA buses and three times more likely to ride trains than whites. Choosing CTA is fairly constant by age, except persons 18 to 34 years old are more likely to ride CTA trains than other age groups. Also, respondents which have household incomes below $30,000 are more likely to be CTA riders than higher-income respondents.

3.1.7 Satisfaction Levels Every respondent was asked to rate CTA bus and rail service on a six-level scale, including: very satisfied, satisfied, neutral, unsatisfied, very unsatisfied, and not familiar enough to rate. CTA bus and rail were rated separately and thus no overall rating is provided.

Exhibit 4 shows that over one-half of this survey group are not familiar enough with CTA bus service to give any rating. Overall, bus service was rated evenly across the scale with 13 percent generally satisfied, 16 percent neutral, and 18 percent generally unsatisfied. At the extreme ends of the scale, twice as many were very unsatisfied versus very satisfied.

Exhibit 4 shows fewer respondents not familiar with CTA train service as compared to bus service. Overall, train service receives satisfactory ratings with 28 percent satisfied, 18 percent neutral, and only 12 percent unsatisfied. Nearly three times as many respondents rate CTA train service very satisfied versus very unsatisfied.

Cross-tabulation tables were also produced for satisfaction with CTA bus and train service and other relevant variables. Chicago residents generally follow the overall ratings, although fewer than one-third responded that they're not familiar enough to provide a rating. CTA riders show somewhat more pronounced satisfaction levels compared to the overall ratings previously presented. CTA riders (bus and train combined) are generally more unsatisfied with bus service (60 percent) and more satisfied with train service (50 percent) than the total survey group.

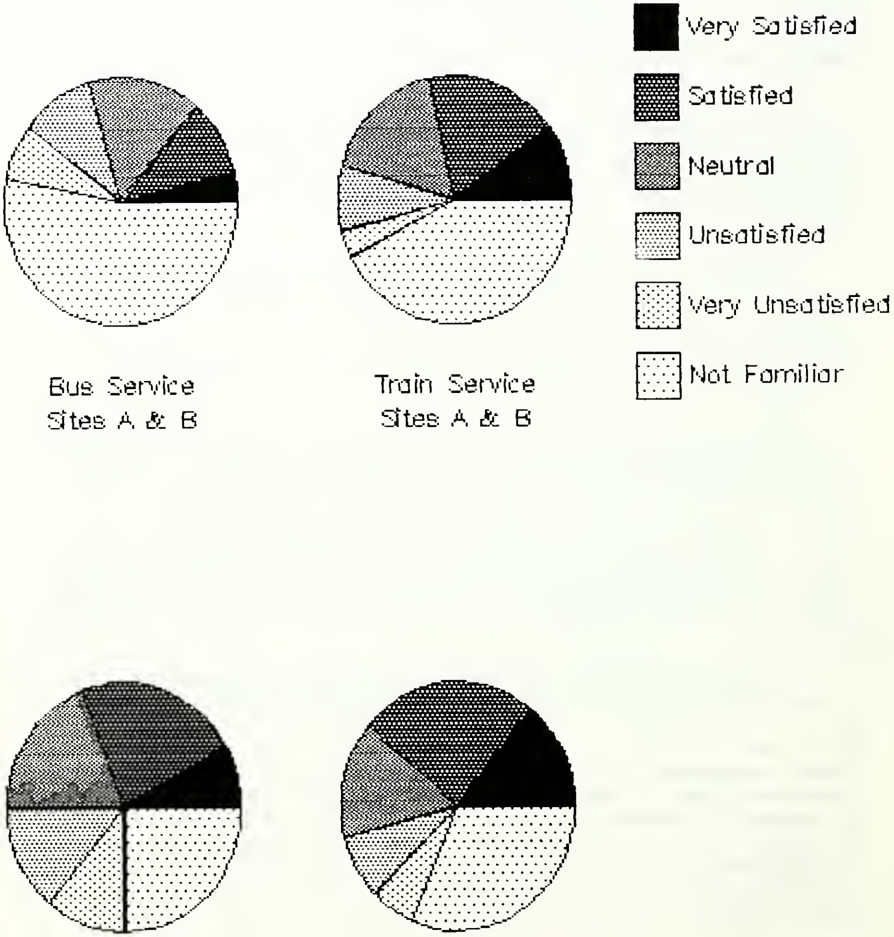
3.1.8 Satisfaction Levels and Key Demographic Variables The sex of this survey group did not show any significant difference in the rating of bus service. Train service, however, was favorably rated by 37 percent of male respondents versus 24 percent of females. Black respondents were more likely to rate CTA bus and train services unsatisfactorily. Satisfaction with CTA bus and train service by age of respondent generally follows the overall survey group results. Satisfaction ratings by household income levels generally show that the lower the income the more likely a respondent was to be very unsatisfied with bus service, and the higher the income the more likely a respondent was to be very satisfied with train service.

3.2 SITE C ("BLUE COLLAR")

A manufacturing company (Site C) located in the eastern section of the study area participated in the survey. The company is located near the Jefferson Park station, which was the terminus of the rapid transit route prior to the construction of the O'Hare extension. The

Exhibit 4

Satisfaction Levels of CTA Service



Bus Service
Sites A & B

Train Service
Sites A & B

Bus Service
Site C

Train Service
Site C

site is served by several CTA bus routes which have both crosstown and feeder destinations. There were 700 surveys distributed and 206 returned for a 29.4 percent response rate. Appendix B shows the frequency distributions for Site C.

3.2.1 Mode Choice Table 5 shows mode choice for work trips for all respondents for Site C. About one-third of Site C employees usually ride CTA buses for all or most of their home/work trip. Single-occupant autos are used by over one-half of this group, while ten percent are passengers in a private auto. Travel on Metra and Pace is surprisingly low given the availability of their services to this area. CTA train travel is also low for this site, with only three percent of this group using rapid transit as their mode all or most of the way.

TABLE 5
Work Trip Mode Choice (Site C)

Work Trip Mode	Percent
Car	51.5
Passenger	10.1
CTA Bus	32.8
CTA Train	3.0
Metra	1.0
Pace	1.0
Walk	0.5

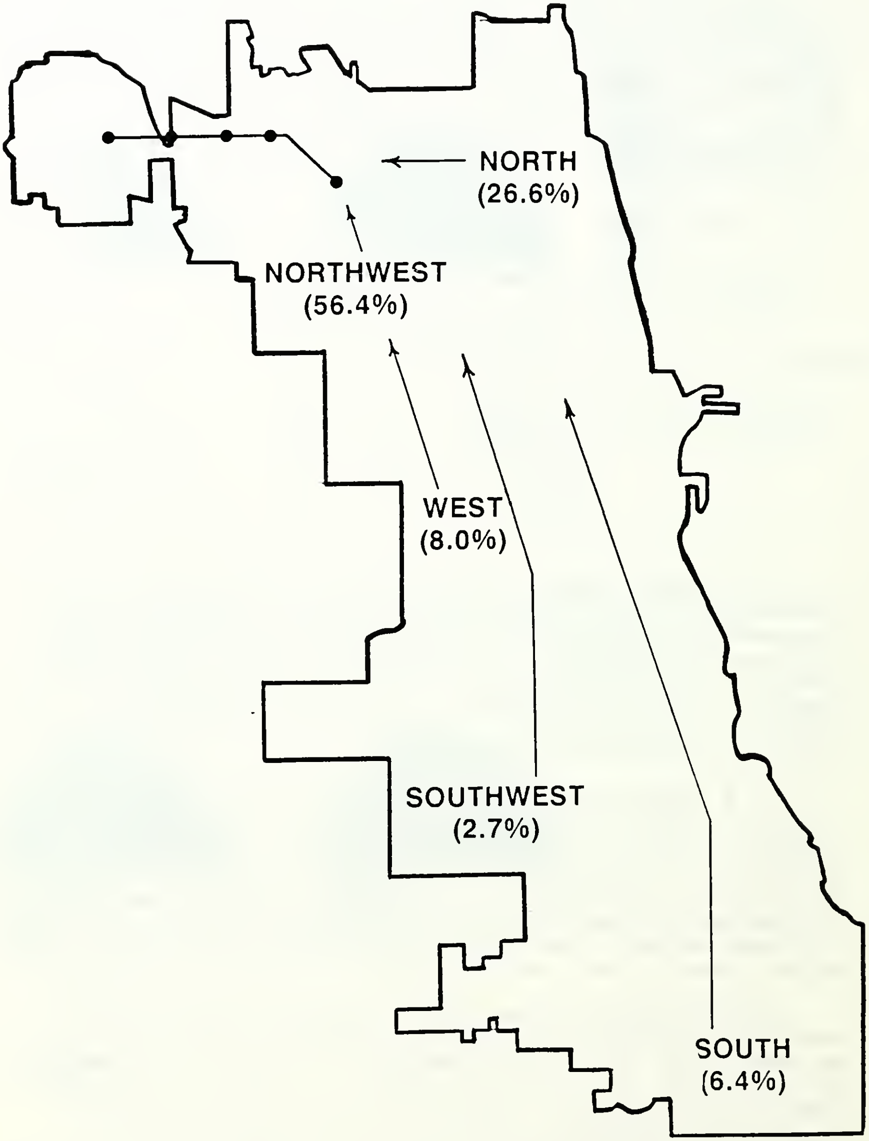
3.2.2 Home Location Over 90 percent of the employees at Site C reside in Chicago (zip code 606xx). Exhibit 5 shows the home location of these employees based on the zip code breakdown of the city shown in Appendix C. The distribution within Chicago is 56 percent on the northwest side, 27 percent on the north side and the remaining 17 percent on the west, south and southwest sides combined. Nearly all of Site C employees who live outside of Chicago live in the north and northwest suburbs.

3.2.3 Mode Choice by Home Location Single-occupant auto is the mode choice for one-half of this survey group, while 37 percent ride CTA. Transit usage is dominated by bus travel to this site (34 percent bus, 3 percent train). The number of employees who live on the northwest side of the city and take CTA to work is nearly equal to those who drive autos. There is also a high frequency of employees who live on the north and northwest sides of Chicago and arrive to work at Site C as passengers in a private auto.

3.2.4 Frequency of Using CTA All survey respondents were asked how many times per week they rode CTA for work trips and for other trips. Eighty-three percent of the employees who commute to work on CTA do so 10 or more times per week. This group also rides CTA for other trips during the week at a higher rate than employees not commuting to work on CTA. One-half of CTA commuters ride CTA for other trips one to four times per week and another 38 percent ride five or more times per week.

EXHIBIT 5

HOME LOCATION FOR CHICAGO RESPONDENTS (SITE C)



Employees who responded that CTA was not their usual mode choice to work still use CTA for work trips. Nearly 20 percent take CTA to work more than once per week and another 16 percent ride CTA occasionally, or less than once per week. One-half of this group never uses CTA for non-work trips, while 30 percent use CTA occasionally and the remaining 20 percent ride CTA one or more times per week.

3.2.5 Mode Choice by Start/End Times Work shift patterns were examined in relation to transit usage. About three-quarters of Site C respondents work a daytime shift. The remaining respondents were about 2 to 1 distributed between afternoon and overnight shifts. Cross-tabulation on mode choice by start/end time showed that although CTA share was lower for the off-peak work shifts, it was still at a strong 25 percent.

3.2.6 Mode choice and Key Demographic Variables Cross-tabulation of mode choice by sex, race, age and household income were completed in order to examine their effect on transit usage. The distribution of sex at Site C is 70 percent female and 30 percent male. Females are over twice as likely to ride CTA, while males drive cars at nearly a 2 to 1 ratio over females. In addition, practically all employees who usually travel to work as a passenger in a private auto are female.

The distribution of race at Site C is 60 percent white, 16 percent Asian and about 10 percent each Black and Hispanic. The cross-tabulation showed that CTA is used about equally among all races at Site C.

The distribution of age at Site C shows a slightly older work force, with roughly 40 percent each between ages 35 - 49 and 50 - 64, while 20 percent are under 35 years old. The propensity to use CTA increases with age, with about 20 percent of the younger category, 25 percent of the middle-aged category, and 50 percent of employees over 50 years old using CTA to commute to work.

Cross-tabulation also shows that household income impacts transit usage at Site C. The distribution of household income is 65 percent below $20 thousand, 25 percent between $20 and $40 thousand, and the remaining 10 percent above $40 thousand. Forty percent of employees from the lower income categories use CTA to commute to work, while about 25 percent from the middle and higher categories use CTA.

3.2.7 Satisfaction Levels Every respondent was asked to rate CTA bus and rail service on a six-level scale, including; very satisfied, satisfied, neutral, unsatisfied, very unsatisfied, and not familiar enough to rate. CTA bus and rail were rated separately and thus no overall rating is provided.

Exhibit 4 shows that only one-quarter of Site C respondents were not familiar enough with CTA bus service to give any rating. Overall, bus service was rated somewhat favorably with 31 percent satisfied, 19 percent neutral and 25 percent unsatisfied. At the extreme ends of the scale, however, 11 percent were very unsatisfied with CTA bus service, while only eight percent were very satisfied.

Exhibit 4 shows more respondents not familiar with CTA train service as compared to bus service. Overall, train service receives satisfactory ratings with 39 percent satisfied, 15 percent neutral, and only 14 percent unsatisfied. Further, 14 percent rated train service as very satisfied versus only six percent as very unsatisfied.

When only CTA riders are considered, satisfaction levels for bus service generally follow the results for the whole group previously presented. When home location is considered, northwest siders are more likely to rate CTA bus service unsatisfactorily.

3.2.8 Satisfaction Levels and Key Demographic Variables Males at Site C are twice as likely to be very unsatisfied with CTA bus service as compared to females. One-third of Asian respondents were not familiar enough to rate CTA bus service, which was the highest of all ethnic groups. At the same time, however, Asians were also the group most likely to rate CTA bus service satisfactorily. Black and Hispanic respondents were also more likely to rate CTA bus service favorably, while White respondents were equally satisfied and unsatisfied. Clearly, younger respondents (18-34) were more likely to not be familiar enough to rate CTA bus service, as compared to older respondents. All age categories had about the same percentage of satisfied and unsatisfied respondents. Household income did not seem to impact satisfaction levels for CTA bus service, except that the lowest-income categories had a higher percentage of neutral respondents.

3.3 SITE D (BLUE COLLAR)

A manufacturing company (Site D) located within the study area but outside of CTA's service area participated in the survey. This company is located west of O'Hare Airport and is served by only one Pace route which terminates at the River Road station. This location was selected because the company was willing to cooperate with the survey, and CTA wanted to have feedback from employees who don't now use transit but may desire service. There were 400 surveys distributed and 112 returned for a 38 percent response rate. Appendix A shows the frequency distribution for responses from Site D.

All respondents from Site D usually commute to work by car with 94 percent as drivers and six percent as passengers. The home location of employees in this survey group was evenly distributed with approximately one-third residing in Chicago, one-third in the north suburbs and one-third in the northwest suburbs. Nearly two-thirds of respondents were not familiar enough with CTA bus and train service to rate their satisfaction levels. Of those who did rate CTA service, a higher percentage were neutral as compared with the other survey locations. Also, as in other locations, train service received somewhat higher satisfaction levels over bus service. Nearly 90 percent of respondents work a typical daytime shift.

Although no respondents usually commute to work on public transportation, eight percent of the survey group indicated that they occasionally (less than once a week) take CTA to work. Nearly twenty percent of Site D respondents occasionally ride CTA for non-work trips, while about six percent use CTA one or more times per week.

Site D was the only location which had a majority (58 percent) of male employees. The distribution of race for this survey group was similar to that of Site C, the other manufacturing location. Sixty-five percent of the respondents at Site D are White, while approximately 15 percent are Asian, 10 percent Black, and 10 percent Hispanic. Most of Site D respondents fall into the middle-age category of 35-49 years old, with slightly more of the remainder in the older category than the younger category. Household income of Site D respondents is evenly distributed, with about one-quarter in each of the following categories; 1) under $20,000, 2) $20,000-30,000, 3) $30,000-$40,000, and 4) over $40,000.

In short, Site D exhibited many of the same characteristics as Site C, the other manufacturing location, with the major differences being home location and work trip mode choice. The lack of CTA market penetration can be attributed to employment location, quality of transit accessibility, parking availability and unfamiliarity with CTA services.

3.4 COMMENTS ON CTA SERVICE

All respondents were asked for, "any comments on how CTA can improve its service". These written comments were tabulated and sorted into appropriate categories. Table 6 lists the types of comments by survey location. Overall, nearly one-third of all survey respondents mentioned something for this question. About ten percent had comments concerning schedules, security and maintenance. About half as many commented on service and routes, while less than one percent offered any comments related to fares.

TABLE 6
Summary Of Written Comments

How Can CTA Improve Its Service	Site A %	Site B %	Site C %	Site D %	Total %
Schedules	10.6	11.6	24.8	3.5	12.0
Maintenance	9.9	9.9	9.7	8.0	9.6
Service	7.0	5.3	12.1	5.0	7.0
Routes	4.6	8.2	1.5	10.0	6.0
Security	11.4	11.6	4.4	7.5	9.7
Fares	0.6	1.2	3.4	-	1.1
*Mentioned Something	30.4	31.3	38.8	25.4	31.2

*NOTE: Percentages may not total due to multiple responses.

Nearly half of all comments related to schedules indicated the importance of on-time service, and another 31 percent advocated more service in the peak periods. Maintenance comments concentrated on clean, air conditioned/heated buses and trains. The majority of service comments were related to more courteous employees, while new routes and fewer stops were comments in the route category.

Site C had the highest percentage of responses to this question. This site also had the highest share of CTA commuters. Since most of Site C respondents use CTA buses, it is not unexpected that the most frequent comment was the need for the service to be on time. At Site D, where there was virtually no transit usage, the most frequent comment was the need for expanded service and new routes. Comments from the two white collar locations (Sites A & B) paralleled each other. Security issues were mentioned more frequently than at other locations.

3.5 TRAFFIC CONGESTION ANALYSIS

All survey respondents who usually commute to work by car were asked to estimate the percentage of trips made without "serious, annoying traffic tie-ups". Cross-tabulations of this response with both home and work locations were completed in order to examine whether any relationship exists which may show implications for potential transit usage patterns. Further, each survey location was analyzed separately to determine whether Chicago residents experienced different levels of traffic congestion as compared to suburban residents.

Overall, 40 percent of the survey population who usually commutes to work by auto experiences no serious congestion on all work trips. Another 40 percent reported that at least one-half of their auto work trips experience serious delays. Ten percent reported serious traffic delays on every auto work trip.

Each survey location reports different levels of perceived traffic congestion. Table 7 lists the results of a cross-tabulation of the percent of work trips without serious traffic tie-ups and work location. Site A employees report the worst overall levels of traffic congestion. This in itself may not be surprising, except that Site B, which is in the same general location, reported significantly better levels. One-half of drivers from Site C report that all of their trips occur without traffic congestion. Although Site C is located farther from major highways, the fact that the company is in a more traditional urban area and most workers live nearby may explain why less perceived congestion is reported.

The home location of employees at each site was examined. Overall, Chicago residents who usually commute to work by car report less traffic congestion than their suburban counterparts. One-half of Chicago residents experience no serious traffic congestion, compared to only one-third of suburban residents. Some reasons for this may include shorter work trips which use mainly local arterials rather than congested highways.

TABLE 7
Traffic Congestion By Survey Location

Percent of Work Trips Without Traffic Congestion	Site A %	Site B %	Site C %	Site D %	Total %
None	12	8	11	9	10
One-Quarter	11	7	4	9	9
One-Half	25	19	16	21	21
Three-Quarters	23	18	18	24	20
All	30	48	50	37	40

Chicago and suburban residents experience similar traffic congestion levels commuting to Site A. At Site B, however, suburban residents report more traffic congestion than Chicago residents, probably due to site access conditions. Since very few suburban residents are part of Site C's survey group, response stratification for this question does not provide meaningful results. Chicago residents commuting to Site D, which is west of the airport, experience more traffic congestion than suburban residents, probably due to routing around the airport.

Survey responses seem to reinforce that traffic congestion is a suburban perception and reality. It is also apparent that CTA cannot rely on avoiding traffic congestion as a marketing or promotional factor, since homogeneous areas with similar work force characteristics may show decidedly different levels of perceived traffic congestion.

SECTION 4: SUMMARY OF FINDINGS AND RECOMMENDATIONS

4.1 SUMMARY OF FINDINGS

This survey has provided information regarding CTA's market share for work trips to the area served by the O'Hare rail extension. In addition, transit ridership and satisfaction levels at non-CBD locations give CTA important information regarding marketing and service evaluation. A summary of conclusions by survey location are provided below.

CTA's market penetration at Sites A & B, the white collar companies located near a rapid transit station on the O'Hare extension, is six percent for the entire survey group and 15 percent for respondents who live in Chicago. Place of residence for this survey group is evenly split between Chicago and the suburbs, with the northwest side of the City and the north and northwest suburbs dominating. Low transit use by suburban residents is mainly due to limited available service and lack of familiarity with existing services. The percentage of transit use by Chicago residents is better than expected, given travel time differentials for people who live close to work, free parking, indirect service requiring transfers and low perceived levels of traffic congestion. While Chicago residents are more familiar with CTA services than suburban residents, their levels of satisfaction are lower.

CTA's market share at Site C, a manufacturing company located on the eastern edge of the study area, is a very strong 36 percent. An additional ten percent of this survey group usually commute to work as a passenger in a private automobile. Some reasons for high transit usage include excellent available levels of service, high familiarity, limited parking, and nearly all reside in CTA's service area, with most being very close to work.

CTA's market share at Site D, a manufacturing company located west of the airport, is virtually zero, mainly because of low transit service levels to this location. Respondents' most frequent comment was for new routes, and Chicago residents reported high levels of perceived traffic congestion.

4.2 RECOMMENDATIONS

The results of this survey can be used to formulate a variety of market development suggestions in the O'Hare employment corridor. These include service improvements and marketing programs which are listed below.

Service

- Design more direct bus services to employment sites, particularly distributor buses from rail stations.
- Improve pedestrian access to rail stations, particularly linkages to nearby and adjacent properties.
- Publish and distribute schedules, for both bus and rail.
- Increase peak-hour service, where warranted by demand.
- Provide more passenger amenities, particularly at rail stations.

Marketing

- Direct advertising of O'Hare extension service availability/quality to workers in the corridor.
- Work directly with major employers to disseminate transit information (maps, schedules, etc.) or set up Transportation Demand Management programs (ridesharing, vanpools, priority parking, etc.).

- Promote employer-subsidized transit pass programs.

- Promote CTA for midday work and midday/evening/ weekend personal trips, particularly in association with the lower off-peak fares introduced in 1990.

- Promote improvements in service quality, particularly as new bus and rail vehicles are put into service.

- Promote recent improvements and programs regarding CTA security measures.

APPENDIX A

O'HARE CORRIDOR SURVEY FORM

Simmons Market Research Bureau
Eastpointe Corporex Park
3802 Corporex Drive
Tampa, Florida 33619

Respondent ID #
____
(1 - 5)

November, 1988
Job # C-046

6 - 1

O'HARE AND MIDWAY AREA SURVEY

1. In an average week, about how many days do you work at this location -- that is, at the place of business where you were given this questionnaire?

   Number of days per week you work at this location: ______________________ (7)
   (PLEASE WRITE-IN)

2. What is the zip code of your residence -- that is, where you generally leave from to go to work?

   Your home zip code: ______________________ (8 - 12)
   (PLEASE WRITE-IN)

3. How do you usually travel to work at this location from your home?

	All or most of the Way (Circle One Answer) (13)	Smaller Part of the Trip (Transfer To/From (Circle as Many as Apply) (15)
Drive in your car	1	1
Travel as a passenger in someone else's car	2	2
Travel by CTA bus	3	3
Travel by CTA "L"/subway	4	4
Travel by METRA commuter train	5	5
Travel by PACE suburban bus	6	6
Walk all the way	7	7
Bicycle or motorcycle	8	8
Take a taxi	9	9
Take a private shuttle or van service	0	0
Some other way (PLEASE DESCRIBE:)		
______________________	x	x
	(14)	(16)

APPENDIX A (CONT.)

(IF YOU USE CTA TRAIN AND/OR BUS SERVICE TO GET TO WORK PLEASE ANSWER Q.4 a-c. OTHERWISE, SKIP TO THE INSTRUCTION BEFORE Q.5.)

4a If you use the CTA to get to work, please write in where you finally get off the CTA.

CTA bus -- nearest intersection to bus stop ______ 17-
18-
______________ 19-

CTA "L"/subway -- Station Name ______ 20-
______________ 21-
______________ 22-

4b About how far is it from the station or stop where you finally get off the CTA to your place of employment?

Circle One Answer (23)

It is right there or almost right there	1
More than a few blocks to less than a half mile	2
A half mile to less than one mile	3
One mile to less than two miles	4
Two miles to less than six miles	5
Six miles or more	6

4c How do you usually get from the station or stop where you finally get off the CTA to your place of employment?

Circle One Answer (24)

Drive in your car	1
Travel as a passenger in someone else's car	2
Travel by METRA train	5
Travel by PACE bus	6
Walk all the way	7
Bicycle or motorcycle	8
Take a taxi	9
Take a private shuttle or van service	0
Some other way (please describe.) (please describe) ______________	X

25-

(IF YOU USUALLY TRAVEL ALL OR MOST OF THE WAY TO WORK IN A CAR -- EITHER AS A DRIVER OR PASSENGER -- PLEASE ANSWER Q.5. OTHERWISE, SKIP TO Q.6a.)

5. If you travel to work in a car -- either as a driver or passenger -- please indicate the kind of car trip it tends to be -- that is, how many trips can be made at a good speed without serious, annoying traffic tie ups?

Circle One Answer (26)

All or almost all trips	5
About three quarters	4
About half	3
About a quarter	2
None or almost none	1

(EVERYONE PLEASE ANSWER THE FOLLOWING QUESTIONS, REGARDLESS OF HOW YOU USUALLY GET TO WORK.)

6a In a typical week, how many times do you ride a CTA bus or train to get to or from work?

Circle One Answer (27)

More than 10 times a week	1
10 times a week	2
5-9 times a week	3
1-4 times a week	4
Less than once a week	5
Never	6

6b. And, in a typical week, how many times do you ride a CTA bus or train for other reasons or activities -- that is, not including work?

Circle One Answer (28)

More than 10 times a week	1
10 times a week	2
5-9 times a week	3
1-4 times a week	4
Less than once a week	5
Never	6

APPENDIX A (CONT.)

7a. Which of the following best describe how satisfied you have been with riding CTA buses and trains?

	CTA Buses Circle One Answer (29)	CTA Trains Circle One Answer (30)
Very satisfied	5	5
Somewhat satisfied	4	4
Neutral	3	3
Somewhat unsatisfied	2	2
Very Unsatisfied	1	1
I'm not familiar enough to rate it	x	x

7b. Any comments on how CTA can improve its service:

31-
32-
33-
34-
35-

A-3

8 Please indicate the times that your work hours usually start and end:

Start At: ________ (WRITE IN TIME)	(40) AM 1 PM 2 (CIRCLE AM/PM)	End At: ________ (WRITE IN TIME)	(45) AM 1 PM 2 (CIRCLE AM/PM)	Or circle here if you work different shifts, and there is no "usual" time. (46) 1

Thank you for your help. We would like to know a few things about you to help us be sure that our survey represents all groups of people.

9a. Are you ..... (47) Male 1 Female 2

9b. Are you .....

	Circle One Answer (48)
Hispanic	1
Black	2
Asian	3
White	4
Other	5

9c. Is your age .....

	Circle One Answer (49)
Under 15	1
16 - 17	2
18 - 34	3
35 - 49	4
50 - 64	5
65 or over	6

9d. Into which of these categories does you total household income for last year fall?

	Circle One Answer (50)
$10,000 or under	1
$10,001 - $20,000	2
$20,001 - $30,000	3
$30,001 - $40,000	4
$40,001 - $50,000	5
$50,001 - $70,000	6
$70,001 or more	7

51- 53-
52- 54-
55-80Z

Thank you very much.

Please be sure you have answered all questions, then use the postage paid return envelope provided to send your completed questionnaire to:

SIMMONS MARKET RESEARCH BUREAU, INC.
EASTPOINTE CORPOREX PARK
3802 CORPOREX DRIVE
TAMPA, FLORIDA 33619

APPENDIX B
FREQUENCY DISTRIBUTIONS BY SURVEY LOCATION

SURVEY LOCATION

SURVEY LOCATION	FREQ	%
SITE A	413	33.7%
SITE B	490	40.0%
SITE C	207	16.9%
SITE D	114	9.3%
TOTAL	1224	100.0%

HOME LOCATION

	SITE A		SITE B		SITE C		SITE D		TOTAL	
HOME LOCATION	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
CHICAGO	136	32.9%	220	44.9%	188	90.8%	34	29.8%	578	47.2%
NORTH SUBURBS	148	35.8%	126	25.7%	8	3.9%	33	28.9%	315	25.7%
NORTHWEST SUBURBS	90	21.8%	98	20.0%	6	2.9%	42	36.8%	236	19.3%
WEST SUBURBS	22	5.3%	14	2.9%			4	3.5%	40	3.3%
SO. AND SW SUBURBS	9	2.2%	20	4.1%					29	2.4%
OTHER	8	1.9%	12	2.4%	5	2.4%	1	0.9%	26	2.1%
	413	100.0%	490	100.0%	207	100.0%	114	100.0%	1224	100.0%

TRAVEL MODE ALL OR MOST OF WAY

	SITE A		SITE B		SITE C		SITE D		TOTAL	
TRAVEL MODE	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	3		7		9		2		21	
CAR	379	92.4%	434	89.9%	102	51.5%	105	93.8%	1020	84.8%
PASSENGER	7	1.7%	5	1.0%	20	10.1%	7	6.3%	39	3.2%
CTA BUS	3	0.7%	14	2.9%	65	32.8%			82	6.8%
CTA TRAIN	19	4.6%	18	3.7%	6	3.0%			43	3.6%
METRA			3	0.6%	2	1.0%			5	0.4%
PACE	2	0.5%	2	0.4%	2	1.0%			6	0.5%
WALK			7	1.4%	1	0.5%			8	0.7%
	410	100.0%	483	100.0%	198	100.0%	112	100.0%	1203	100.0%

AUTO TRIPS WITHOUT TRAFFIC TIE-UPS

PERCENT OF AUTO TRIPS WITHOUT TRAFFIC TIE-UPS	SITE A		SITE B		SITE C		SITE D		TOTAL	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	34		60		91		7		192	
NONE	45	11.9%	33	7.7%	13	11.2%	10	9.3%	101	9.8%
ONE-QUARTER	42	11.1%	31	7.2%	5	4.3%	10	9.3%	88	8.5%
ONE-HALF	93	24.5%	83	19.3%	19	16.4%	22	20.6%	217	21.0%
THREE-QUARTERS	86	22.7%	76	17.7%	21	18.1%	26	24.3%	209	20.3%
ALL	113	29.8%	207	48.1%	58	50.0%	39	36.4%	417	40.4%
	379	100.0%	430	100.0%	116	100.0%	107	100.0%	1032	100.0%

TIMES PER WEEK CTA USED FOR WORK TRIPS

TIMES PER WEEK CTA USED FOR WORK TRIPS	SITE A		SITE B		SITE C		SITE D		TOTAL	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	2		15		4		1		22	
MORE THAN 10	8	1.9%	12	2.5%	30	14.8%	1	0.9%	51	4.2%
10	10	2.4%	21	4.4%	39	19.2%	1	0.9%	71	5.9%
5 TO 9	6	1.5%	10	2.1%	14	6.9%	1	0.9%	31	2.6%
1 TO 4	8	1.9%	7	1.5%	16	7.9%	1	0.9%	32	2.7%
LESS THAN 1	27	6.6%	50	10.5%	23	11.3%	6	5.3%	106	8.8%
NEVER	352	85.6%	375	78.9%	81	39.9%	104	91.2%	912	75.8%
	411	100.0%	475	100.0%	203	100.0%	114	100.0%	1203	100.0%

TIMES PER WEEK CTA USED FOR OTHER TRIPS

TIMES PER WEEK CTA USED FOR OTHER TRIPS	SITE A		SITE B		SITE C		SITE D		TOTAL	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	1		11		4		1		17	
MORE THAN 10	6	1.5%	4	0.8%	11	5.4%	1	0.9%	22	1.8%
10	1	0.2%	3	0.6%	7	3.4%		0.0%	11	0.9%
5 TO 9	8	1.9%	8	1.7%	17	8.4%	1	0.9%	34	2.8%
1 TO 4	18	4.4%	30	6.3%	56	27.6%	5	4.4%	109	9.0%
LESS THAN 1	97	23.5%	145	30.3%	46	22.7%	20	17.7%	308	25.5%
NEVER	282	68.4%	289	60.3%	66	32.5%	86	76.1%	723	59.9%
	412	100.0%	479	100.0%	203	100.0%	113	100.0%	1207	100.0%

SATISFACTION LEVELS OF CTA BUS SERVICE

SATISFACTION LEVELS OF CTA BUS SERVICE	SITE A		SITE B		SITE C		SITE D		TOTAL	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	41		79		19		22		161	
VERY SATISFIED	13	3.5%	16	3.9%	15	8.0%	4	4.3%	48	4.5%
SATISFIED	29	7.8%	49	11.9%	43	22.9%	6	6.5%	127	11.9%
NEUTRAL	52	14.0%	72	17.5%	36	19.1%	13	14.1%	173	16.3%
UNSATISFIED	36	9.7%	44	10.7%	26	13.8%	3	3.3%	109	10.3%
VERY UNSATISFIED	28	7.5%	30	7.3%	21	11.2%	5	5.4%	84	7.9%
NOT FAMILIAR	214	57.5%	200	48.7%	47	25.0%	61	66.3%	522	49.1%
	372	100.0%	411	100.0%	188	100.0%	92	100.0%	1063	100.0%

SATISFACTION LEVELS OF CTA TRAIN SERVICE

SATISFACTION LEVELS OF CTA TRAIN SERVICE	SITE A		SITE B		SITE C		SITE D		TOTAL	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	65		117		109		38		329	
VERY SATISFIED	30	8.6%	42	11.3%	14	14.3%	7	9.2%	93	10.4%
SATISFIED	56	16.1%	75	20.1%	24	24.5%	6	7.9%	161	18.0%
NEUTRAL	61	17.5%	61	16.4%	15	15.3%	9	11.8%	146	16.3%
UNSATISFIED	24	6.9%	38	10.2%	8	8.2%	1	1.3%	71	7.9%
VERY UNSATISFIED	14	4.0%	12	3.2%	6	6.1%	3	3.9%	35	3.9%
NOT FAMILIAR	163	46.8%	145	38.9%	31	31.6%	50	65.8%	389	43.5%
	348	100.0%	373	100.0%	98	100.0%	76	100.0%	895	100.0%

TIME WORK USUALLY STARTS

TIME WORK USUALLY STARTS	SITE A		SITE B		SITE C		SITE D		TOTAL	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	43		63		28		10		144	
0001 - 0559	2	0.5%	5	1.2%	4	2.2%	8	7.7%	19	1.8%
0600 - 0900	360	97.3%	403	94.4%	134	74.9%	91	87.5%	988	91.5%
0901 - 1459	5	1.4%	14	3.3%	2	1.1%	1	1.0%	22	2.0%
1500 - 1800	2	0.5%	5	1.2%	25	14.0%	4	3.8%	36	3.3%
1801 - 2400	1	0.3%			14	7.8%			15	1.4%
	370	100.0%	427	100.0%	179	100.0%	104	100.0%	1080	100.0%

TIME WORK USUALLY ENDS

TIME WORK USUALLY ENDS	SITE A		SITE B		SITE C		SITE D		TOTAL	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	42		62		28		10		142	
0001 - 0559	3	0.8%	3	0.7%	8	4.5%			14	1.3%
0600 - 0900			3	0.7%	13	7.3%			16	1.5%
0901 - 1459	3	0.8%	116	27.1%	12	6.7%	8	7.7%	139	12.8%
1500 - 1800	338	91.1%	298	69.6%	131	73.2%	92	88.5%	859	79.4%
1801 - 2400	27	7.3%	8	1.9%	15	8.4%	4	3.8%	54	5.0%
	371	100.0%	428	100.0%	179	100.0%	104	100.0%	1082	100.0%

SEX

SEX	SITE A		SITE B		SITE C		SITE D		TOTAL	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	11		13		24		7		55	
MALE	140	34.8%	128	26.8%	56	30.6%	62	57.9%	386	33.0%
FEMALE	262	65.2%	349	73.2%	127	69.4%	45	42.1%	783	67.0%
	402	100.0%	477	100.0%	183	100.0%	107	100.0%	1169	100.0%

RACE

RACE	SITE A		SITE B		SITE C		SITE D		TOTAL	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	1		5		11		2		19	
HISPANIC	12	2.9%	7	1.4%	18	9.2%	10	8.9%	47	3.9%
BLACK	18	4.4%	22	4.5%	23	11.7%	12	10.7%	75	6.2%
ASIAN	8	1.9%	17	3.5%	30	15.3%	16	14.3%	71	5.9%
WHITE	370	89.8%	432	89.1%	115	58.7%	73	65.2%	990	82.2%
OTHER	4	1.0%	7	1.4%	10	5.1%	1	0.9%	22	1.8%
	412	100.0%	485	100.0%	196	100.0%	112	100.0%	1205	100.0%

AGE

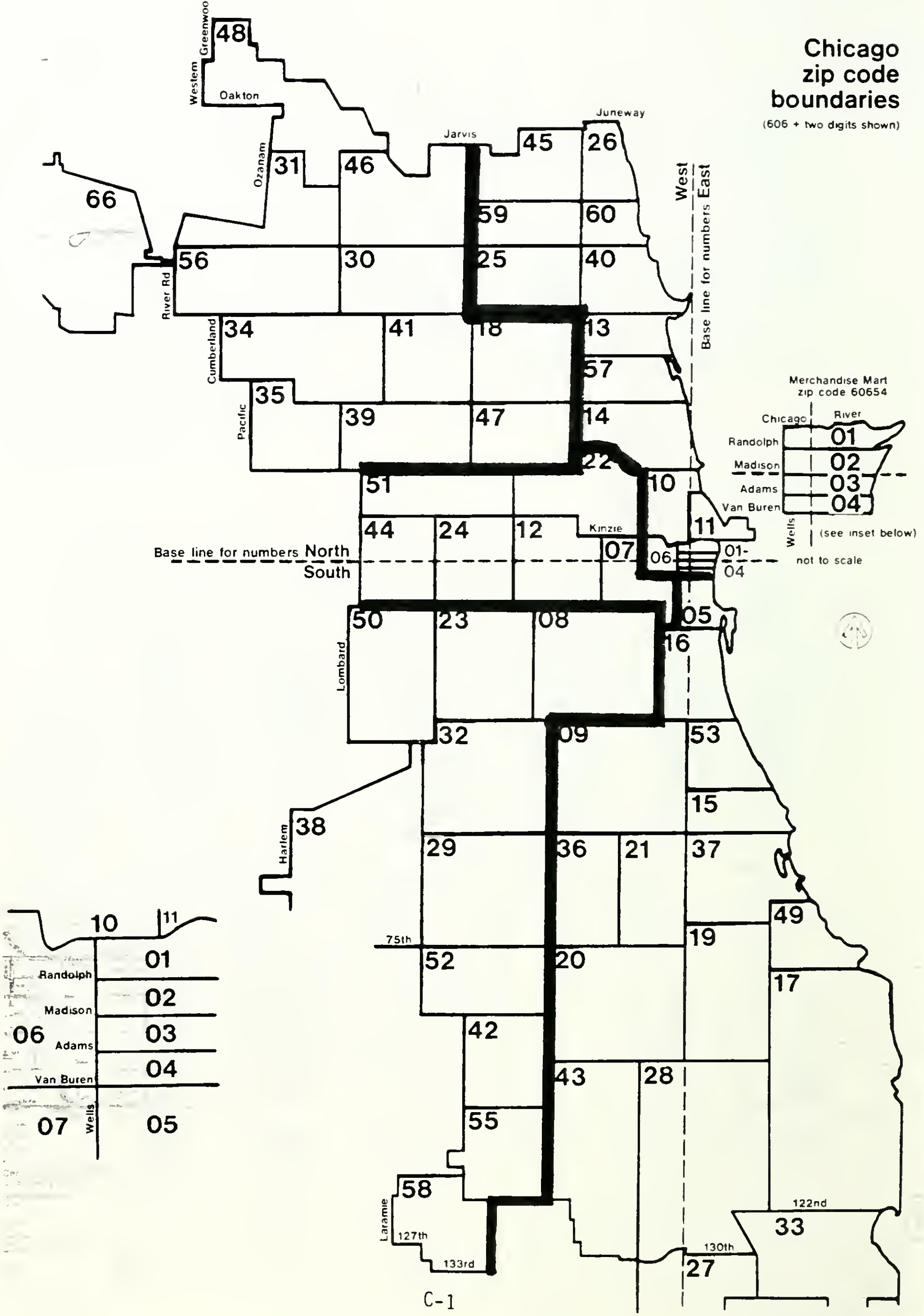
	SITE A		SITE B		SITE C		SITE D		TOTAL	
AGE	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x			5		7		1		13	
UNDER 16	1	0.2%							1	0.1%
16 - 17	2	0.5%							2	0.2%
18 - 34	287	69.5%	228	47.0%	38	19.0%	29	25.7%	582	48.1%
35 - 49	103	24.9%	169	34.8%	86	43.0%	46	40.7%	404	33.4%
50 - 64	18	4.4%	79	16.3%	71	35.5%	38	33.6%	206	17.0%
OVER 65	2	0.5%	9	1.9%	5	2.5%			16	1.3%
	413	100.0%	485	100.0%	200	100.0%	113	100.0%	1211	100.0%

HOUSEHOLD INCOME

	SITE A		SITE B		SITE C		SITE D		TOTAL	
HOUSEHOLD INCOME	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
x	24		30		28		2		84	
UNDER $10,000	6	1.5%	2	0.4%	19	10.6%	4	3.6%	31	2.7%
$10,000 - $20,000	57	14.7%	13	2.8%	98	54.7%	28	25.0%	196	17.2%
$20,000 - $30,000	73	18.8%	112	24.3%	27	15.1%	28	25.0%	240	21.1%
$30,000 - $40,000	56	14.4%	99	21.5%	20	11.2%	26	23.2%	201	17.6%
$40,000 - $50,000	69	17.7%	88	19.1%	13	7.3%	9	8.0%	179	15.7%
$50,000 - $70,000	60	15.4%	111	24.1%	2	1.1%	10	8.9%	183	16.1%
OVER $70,000	68	17.5%	35	7.6%			7	6.3%	110	9.6%
	389	100.0%	460	100.0%	179	100.0%	112	100.0%	1140	90.4%

Chicago zip code boundaries

(606 + two digits shown)



OP-x82457 10-22-82 JWH

TECHNICAL REPORTS

STRATEGIC PLANNING DEPARTMENT

No.	Title	Date
SP89-01	1988 Ridership Review	May, 1989
SP89-02	CTA Household Travel Market Survey: Summary Report	April, 1989
SP89-03	Survey of Sunday Travel Patterns	March, 1989
SP89-04	Week-End Recreational Travel: Summary of Three Surveys	March, 1989
SP89-05	Red Carpet Service Survey Report	April, 1989
SP89-06	CTA 1986-88 Service Delivery (Title VI)	May, 1989
SP89-07	Characteristics and Transportation Attitudes of Downtown Chicago Pedestrians	April, 1989
SP89-08	1988 Market Surveys and Analysis Project: Executive Summary	June, 1989
SP89-09	Results of CTA Household Travel Market Survey	August, 1989
SP89-10	1987-1988 Annual Report	December, 1989
SP90-01	Adopt-A-Station Program	March, 1990
SP90-02	1989 Ridership Review	May, 1990
SP90-03	Culture Bus Rider Survey	May, 1990
SP90-04	O'Hare Corridor Work Travel Survey	May, 1990
SP90-05	Central Area Resident Travel Survey	June, 1990
SP90-06	O'Hare Airport Ground Travel Survey	June, 1990

AEY2249 7/20/90